

UNIVERSITY MISSOURIAN

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J. HARRISON BROWN Manager



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THE MEXICAN GRINNESS.

There is something cruelly grim in the firmness with which Huerta refuses to acknowledge defeat. Whether he is blinded or just stoically indifferent to the fact that he stands upon the same brink over which his own hand pushed Madero little more than a year ago, is difficult to decide. In any event his teeth-gritted, unflinching spirit together with the determined character and heartlessness of his opponent, Villa, is making the Mexican battleground as bloody as any of the old Roman wars. A country which produces such death-defying leaders cannot be expected to have its difficulties settled in a day or by rational diplomacy. The thirst for blood and the hopeless condition of the people makes it a fight to the finish.

MOONLIGHT OR ARC LIGHT?

Moonlight is romantic—and when the moon is full its light is sufficient to enable a person to find his way about at night. But, unfortunately the moon does not always shine on Columbia and those who travel by night must depend on artificial light.

It is fully possible so to light the streets of any city that the moon will be ashamed of itself. Parts of Columbia, notably the "White Way" and the central part of town, are well lighted. But the traveler over many streets within the present city limits must depend on a lantern or pocket searchlight, his previous knowledge of the walks and streets, or on his own intuitions and good luck for guidance.

Small incandescent lights set high on poles at uncertain intervals along a street are handy for steering a course, as a sailor steers by a star, but they do little illuminating service. They may satisfy consciences as to having streets lighted, but they do not satisfy demands of the occasional traveler.

Many cities and towns smaller than Columbia have large arc lights on every corner, so that no part of the street is without illumination. Of course they cost more—larger initial cost and slightly larger upkeep cost—but it would pay in more ways than one to have every street in Columbia well lighted.

A SALOON WITHOUT LIQUOR.

The story, "Keeping John Barleycorn off of the Railroads," in last week's issue of the Saturday Evening Post tells how some of the railroads are successfully operating clubs which have all the features of a saloon except the alcohol.

Some will say that the clubs are nothing more than Y. M. C. A.'s. Perhaps so; but the striking thing is that the big corporations have found that it has paid immensely in tangible results.

A young man who has been hailed as a dreamer got the ear of Mr. E. H. Harriman by his careful analysis of the reasons why men frequent the saloon. This was of great interest to any railroad executive because one of the chief things which they seek to accomplish is to enforce Rule G.

Rule G on all railroads is that its employees must not use alcoholic liquors. The young man said that men did not go into saloons for the liquor but because of their desire for equality, sociability and on account of the mating instinct. When the clubs were established, the men confessed that they had another craving which was not satisfied. It was not for alcohol but similar to it. The problem was solved by selling fine grade candies at cost.

The clubs are spreading rapidly all over the country. It is known that many of the railroads are secretly supporting a Y. M. C. A. at each of the division points. Also the roads are

following the plans of setting a good example. April 1 three Missouri lines abandoned the sale of liquor in their dining cars. Extremely few roads are left in the United States which do permit such sales.

ADVERTISING MISSOURI.

About \$200 will be spent by the University Ad Club before the close of the semester in sending University students back to their home counties to show pictures of the University, tell of the advantages of higher education and advise the prospective student as to what school he should attend.

The plan of the Ad Club, as worked out by the committee and approved by President Hill, is to equip each student, who shall be preferably a senior and a member of the Ad Club, with either lantern slides or pictures of the University buildings and student activities. There will also be prepared information concerning the University and alumni who have made good, for the use of the students in preparing their speeches.

The plan suggested is one that can be carried out year after year and can be made the definite program of the Ad Club. It is advertising work that cannot be done by the University but only by members of the Ad Club. It is a plan well worth pushing by the Ad Club and should receive the co-operation of all members.

VIEWPOINTS

Why Not a "Practice" Flag?

Editor the Missouriian—There should be some way to distinguish between a practice run by the fire auto and a run to a fire. Much time is wasted by people who think that there is a fire and who wish to offer their assistance by following the auto on a practice trip. Could not there be a signal of some sort devised to tell the people when the run is only for practice? It seems to me that a large streamer with the word "Practice" on it would be one way to help us from going to imaginary fires.

DEBATERS WILL DINE

Colorado's Representatives and the Judges Will Be Guests of Honor.

A dinner is being planned for all those interested in debating to be given after the intercollegiate debate with Colorado here, in the Auditorium April 16. At this dinner the Colorado debaters and the judges will be guests of honor. The committee in charge is: Claude Wheeler, senior, R. W. Ragland, junior, and A. S. Emig, sophomore.

The team which will meet Colorado here the first Thursday after the Easter recess is composed of Paul Carrington and Frank Chambers. Mr. Carrington was on the team against Colorado last year. Missouri has the affirmative of the question. Resolved, That a literacy test along the lines of the Burnett-Dillingham Bill vetoed by President Taft, should be required of all immigrants into this country.

The same night Missouri meets Texas in an intercollegiate debate on the same question, Missouri taking the negative. The team that goes to Texas is composed of J. P. Smith and R. H. Limbaugh. Mr. Smith also was on the team last year.

April 25 is the tentative date for the freshman-sophomore debate. The question is: Resolved, "That the United States would be justified in taking active measures to settle the disturbance in Mexico." J. A. Walden, William Stone, and Duane Tice compose the freshmen team. C. R. Longwell, A. S. Emig and D. H. Kirkenslager are on the sophomore team.

Arrangements are being made to have some musical numbers by the Glee Club and the University Players at both the Colorado and the Class debate.

FAVORITE SHADE TREES KILLED

Row of Locusts on Fulton Gravel Road Sacrificed for Garden.

One of the best known landmarks around Columbia soon will be a thing of the past. A row of nine beautiful locust trees on the Fulton Gravel road at the East entrance to town, has been sacrificed for a truck garden. The trees have been girdled, and this will cause their death soon. Their magnificent size has attracted much notice from travelers on the Cross-State Highway. They shade a stretch of the road for half a block on a part of a hill where rest in the shade is a welcome thing for horses on hot days.

A. M. Crouch, Jr., the owner of the land, has been unable to get large crops from his garden. The reason for this, he thinks, is that this row of trees takes up all the moisture from the nearby ground. So Mr. Crouch got permission from the local authorities to girdle the locusts.

ON A NEWS "RUN" WITH RILEY
Former M. U. Student Tells of His Work
On a Saint Louis Newspaper in
April Alumnus.

From the Missouri Alumnus.

(In the following article Oscar E. Riley, B. S. in J. '11, describes vividly his experiences in gathering "business news" for the St. Louis Globe-Democrat. His article not only gives an insight into newspaper work—a field that is attracting Missouri alumni in increasing numbers—but affords an intimate view of several of the leaders in St. Louis finance.)

The gathering of news is a mysterious process to one outside the newspaper fraternity. The finding of business news is just as much a puzzle to most newspaper men. When I was given the business, real estate and insurance run on the Globe-Democrat, the business end seemed to involve the daily visiting of offices without number. It seemed as if one must cleave his way into a London fog and query persons bumped into at random.

A few days brought the lesson that the seven large national banks and five trust companies are the backbone of the run. Brokers' offices prove valuable news sources. A word of advice coming only the other day was to cultivate the acquaintance of bank directors, as promoters of new enterprises call on them early in the game to learn the possibility of getting loans. I shall describe a typical early afternoon on my run.

After making some calls on Real Estate Row, I find myself at Eighth and Locust streets about 2 o'clock. Festus J. Wade, president of the Mercantile Trust Company, is confronted. He stops writing. He may discuss the new currency law or a Catholic project. He is a financial adviser of Archbishop John J. Glennon and is known as one of the leading Catholic laymen of St. Louis. As president of the Clearing House Association, he is official spokesman for St. Louis bankers. He readily discusses financial trends.

M. R. Sturtevant, vice-president of the Central National Bank, on Seventh street near Locust, next is visited. Mr. Sturtevant is on the agricultural development committee of the American Bankers' Association, and keeps informed on steps taken to increase the income of the farmer and to lessen the drudgery imposed on the farmer's wife. He has each day a list of visiting Oklahoma or Illinois bankers for the personal-mention column.

A kneeling camel, serving as an ink well, has an important place on the roll-top desk of Walker Hill, president of the Mechanics-American National Bank, southwest corner of Broadway and Locust. Mr. Hill has built up the bank to be the third largest in St. Louis. Mr. Wade and Mr. Hill received all the St. Louis contributions for the flood sufferers of Dayton, Ohio. Mr. Hill is an authority on banking reform. He also is ranked as a literature.

Catacornered across the street is the Guardian Trust Company, formerly the Commonwealth Trust, where Robert L. Gurney is official spokesman. All his friends seem to write interesting letters to him when they go abroad. As a result, newspaper readers in Missouri can trace their bankers through Montmartre in Paris or to the Cafe Rheingold on Bellevue Strasse in Berlin. Mr. Gurney has been called "the friendliest banker."

Above this bank, at a big flat-top desk in the center of a large room, sits James Campbell, president of the North American Company, which controls three St. Louis public utility companies—the United Railways, Union Electric and Laclede Gas Light. Mr. Campbell strengthens and clarifies his remarks with a wealth of homely phrases. His estimate of the present value or future of any enterprise subconsciously becomes that of thousands of St. Louisans who read his terse remarks while sipping coffee at the breakfast table.

At the home of the St. Louis Union Trust Company, is the office of A. T. Perkins, railroad expert. A gas grate is blazing cheerily. Mr. Perkins may have news of steps taken by Western stockholders to gain a generous representation on a railroad Board of Directors, or of preparations to joust the bondholders. With him may be Colonel S. W. Fordyce, who owns in Arkansas a fine estate, where he has conserved the naturally rugged scenery. Colonel Fordyce and his good wife give dinners to their host of relatives and friends in their Washington terrace home at 2 o'clock Sunday afternoons and then let their household retinue take off the rest of the afternoon and evening.

A. O. Wilson, an alumnus of Tarkio College, welcomes Northwest Missourians at the State National Bank, southwest corner of Fourth and Locust. He has taken a keen interest in the activities of Rhodes scholars since his young friend, Morrison B. Griffin, a Tarkio teacher, went to Oxford. His co-worker, Henry L. Stadler, has a son in the College of Agriculture at

Columbia and likes to relate incidents in which freshmen play the title role in shoe-shining stunts—and sophomores are the villains. Edward B. Pryor, the president, also is sole receiver and executive chief of the Wash-Railroad.

A ticket linked with Wall Street faces the door of a broker's office next door to the south, on Fourth. Many a story about the proposed zoo enlargement in Forest Park is carried back through this door by reporters. George E. Dieckman here announces gifts of baby lionesses or playful black bear cubs. He expatiates (to the delight of readers, as countless letters to newspapers prove) on the zoo open-



Oscar E. Riley.

air effect plan. One side of a jungle sheltering lions, tigers, leopards and jaguars has no bars. A moat thirty feet wide is considered sufficiently safe, as cat animals will not venture into water to escape.

A telephone call to the office usually brings the echo from Joseph J. McAniff, the city editor, that there is "nothing special." If Steve O'Grady (Colonel Rooter) answers the phone, he asks me to keep a weather eye on Bradley B. (Shorty) Huff, editor-in-chief of The Daily Dope. O'Grady is a booster of the Pageant to be staged in Forest Park late in May, while Huff keeps his ear to the ground to detect rumbles in the world of politics.

Enthusiasm perpetually fresh seems the strongest trait of President W. H. Lee, who has built up the Merchants-Laclede National Bank on the southwest corner of Fourth and Olive streets. More than likely David R. Francis is chatting with him when a visitor calls. George E. Hoffman, cashier, has a delightful manner of conversation which brings one back time after time—although he rarely has any news to impart.

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Next on the run is the National Bank of Commerce, which looms in size above all other St. Louis banks. Its deposits exceed \$45,000,000. Here a conversation usually is held with Alva W. King, who handles business news for The Republic. He is the grandson of Captain Henry W. King, managing editor of the Globe-Democrat and dean of the newspaper men of the West.

King and I do not "syndicate," or trade, news. Otherwise this paragraph dare not be written. I tell him a compliment paid his exclusive story by my city editor—and he returns the favor. Here Tom Randolph, the president, introduces King or me to some Texas banker or rancher, and we retire into a private office fitted with rich mahogany. J. A. Lewis, the cashier, tells news in headlines. W. B. Cowen, vice-president, likes repartee.

The Third National Bank, the second largest in town, is on the southwest corner of Broadway and Olive. F. O. Watts, the president, has a mind one envies—it works so smoothly and truly. He is from Hospitalityville, Tenn. Richard S. Hawes, vice-president, knows most of the middle-aged and younger business men of St. Louis, and is a power among them. T. Wright, also a vice-president, has had magical success in his private business. He is a millionaire.

Upstairs—except there are no steps, just elevators—E. M. Myers, a surety man, has offices. He is thoroughly grounded in the history of St. Louis banking and business institutions, and can tell offhand the promotions by which leaders have risen to their present positions of power. Mr. Myers' advice is valuable.

Skipping many important news sources, I shall finish with a 5:30 o'clock visit to the offices of the Business Men's League—my last stop each afternoon.

The league has started out to be St. Louis' intermittent alarm clock. The Mound City has been dozing. It is like a chief clerk who for years has been able to hold down his employer's job, but who has drifted into a rut because it seemed that place never would become open. He has laid aside his earlier enthusiasm, because he feels he is a buzz saw deprived of oak to quarter or mahogany to strip into piano tops, with only the empty air to cleave.

Not that the city has been unsuccessful in a business way. It has grown rich. It has grown so rich the league feels it should cultivate the amenities—play golf, motor, laugh. It is so efficient it can work fewer hours and still hold a larger place in the world's affairs. The league, with its 2,700 leading business men, of whom more than 2,000 practically are recruits of last fall, has given St. Louis a promotion. It no longer has a boss. It is free.

A group of members, of whom a woman is a guiding spirit, has been put to work for a central parkway a block wide and from two to five miles long. Trees and grass would

grow where now are towering walls of brick and mortar. The paseo would pass Union Station and the City Hall, affording a restful view and a series of breathing spots.

A riverside park and drive is occupying the spare hours of another group. Another quintet would chain the city—with wooded reservations, linked by a parkway paralleled with trolley lines. The league as a body has studied the many facets of the municipal bridge approach question, and promises to stay at its post until automobile drivers are warned to drive more slowly across the span. The league directed a recent campaign by eighty-five citizens' organizations to invoke the initiative to finish the bridge, and obtained 52,000 signatures. Prospects are bright for a chance to vote for a \$2,750,000 bridge bond issue this June. A party of league trade-bringers departed April 1 for a three-months' tour of South America, boosting St. Louis. Sam D. Capen is president of the league. William Flewellyn Saunders, secretary and general manager, dictates all the league happenings in first-class journalesse. Mr. Saunders was a star reporter for a dozen of years.

A new reporter is likely to be carried away by enthusiasm for his adopted city. But some of the oldest settlers who have retained their barometrical sensitiveness to the changing conditions of a city say the next two years promise to be the Mound City's brightest.

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